



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

# CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
480895 /	06180424
<u>Product</u>	
NRCC IE 2012	
<u>Contract Dates</u>	<u>Estimate #</u>
10/12/12 - 10/18/12	2603
<u>Advertiser</u>	<u>Original Date / Revision</u>
NRCC	10/10/12 / 10/10/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KVVU	Teresa Difuria
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
	155
<u>Product Code</u>	
	426
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/		Rate	Type	Spots	Amount
								Week	Week				
N 9	KVVU	10/12/12	10/12/12	MORE Access	6-7pm		:30				NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/08/12	10/14/12	-----2--					2	\$235.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Type</u>		
		1	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	-----F----	:30	\$235.00		NM		
					See MG 35.3,35.4,35.5								
N 33	KVVU	10/14/12	10/14/12	Sports Plus Su 1045p	1045p-11p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/08/12	10/14/12	-----1					1	\$450.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Type</u>		
		1	KVVU	10/08/12-10/14/12	Sports Plus Su 1045p	1045p-11p	-----S1	:30	\$450.00		NM		
					See MG 35.3,35.4,35.5								
N 35	KVVU	10/14/12	10/14/12	Fox News Sunday 8-9a	8-9a		:30				NM	3	\$2,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/08/12	10/14/12	-----2					2	\$150.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Type</u>		
		1	KVVU	10/08/12-10/14/12	Fox News Sunday 8-9a	8-9a	-----S1	:30	\$150.00		NM		
					See MG 35.3,35.4,35.5								
		2	KVVU	10/08/12-10/14/12	Fox News Sunday 8-9a	8-9a	-----S1	:30	\$150.00		NM		
					See MG 35.3,35.4,35.5								
		3	KVVU	10/14/12-10/14/12	Fox News Sunday 8-9a	8-9a	-----S1	:30	\$850.00		NM		
					④ MG for 57.2,33.1,57.1,74.1,35.1,9.1,35.2								
		4	KVVU	10/12/12-10/12/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30	\$590.00		NM		
					④ MG for 57.2,33.1,57.1,74.1,35.1,9.1,35.2								
		5	KVVU	10/12/12-10/12/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30	\$590.00		NM		
					④ MG for 57.2,33.1,57.1,74.1,35.1,9.1,35.2								
N 39	KVVU	10/18/12	10/18/12	The Dr.Oz Show	4-5p		:30				NM	13	\$13,055.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/15/12	10/21/12	---2---					2	\$225.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

Henderson - Las Vegas

Contract / Revision	Alt Order #	
480895 /	06180424	
Contract Dates	Product	Estimate #
10/12/12 - 10/18/12	NRCC IE 2012	2603
Advertiser		Original Date / Revision
NRCC		10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type	Spots	Amount		
1	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	----Th----	:30	\$225.00	NM				
			See MG 39.3,39.4,39.5,39.6,39.7,39.8,39.9,39.10,39.11,39.12,39.13,39.14,39.15									
2	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	----Th----	:30	\$225.00	NM				
			See MG 39.3,39.4,39.5,39.6,39.7,39.8,39.9,39.10,39.11,39.12,39.13,39.14,39.15									
3	KVVU	10/15/12-10/15/12	Dr Oz	3-4p	M-----	:30	\$350.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
4	KVVU	10/15/12-10/15/12	Dr Oz	3-4p	M-----	:30	\$350.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
5	KVVU	10/18/12-10/18/12	Dr Oz	3-4p	----Th----	:30	\$350.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
6	KVVU	10/18/12-10/18/12	Dr Oz	3-4p	----Th----	:30	\$350.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
7	KVVU	10/16/12-10/16/12	Extra		M-Sa 8-10p/Su 7-1-Tu-----	:30	\$825.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
8	KVVU	10/18/12-10/18/12	TMZ		M-Sa 8-10p/Su 7-1---Th-----	:30	\$825.00	NM				
⑧	See MG 39.17											
9	KVVU	10/16/12-10/16/12	TMZ		M-Sa 8-10p/Su 7-1-Tu-----	:30	\$825.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
10	KVVU	10/16/12-10/16/12	Raising Hope/Ben and Kate	Tue 8p-9p	-Tu-----	:30	\$3,550.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
11	KVVU	10/16/12-10/16/12	Special Early News		Special Early News:-Tu-----	:30	\$900.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
12	KVVU	10/18/12-10/18/12	BB League Championships	1pm-8pm	----Th-----	:30	\$3,250.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
13	KVVU	10/18/12-10/18/12	Special Early News		Special Early News:----Th-----	:30	\$550.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
14	KVVU	10/16/12-10/16/12	Fox 5 News @ 430am		M-Th, Sun 430-5ar-Tu-----	:30	\$105.00	NM				
⑧	MG	for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
15	KVVU	10/18/12-10/18/12	Extra		M-Sa 8-10p/Su 7-1---Th-----	:30	\$825.00	NM				
⑧	See MG 39.16											
16	KVVU	10/18/12-10/18/12	Extra		M-Sa 8-10p/Su 7-1---Th-----	:30	\$825.00	NM				
⑧	MG	for 39.15 10/18										
17	KVVU	10/18/12-10/18/12	TMZ		M-Sa 8-10p/Su 7-1---Th-----	:30	\$825.00	NM				
⑧	MG	for 39.8 10/18										
N	57	KVVU	10/16/12	10/16/12	MORE Access	6-7pm	:30				0	\$0.00
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate							
	10/15/12	10/21/12	-2-----	2	\$235.00							
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type	Spots	Amount		
1	KVVU	10/15/12-10/21/12	MORE Access	6-7pm	-Tu-----	:30	\$235.00	NM				
			See MG 35.3,35.4,35.5									
2	KVVU	10/15/12-10/21/12	MORE Access	6-7pm	-Tu-----	:30	\$235.00	NM				
			See MG 35.3,35.4,35.5									
N	74	KVVU	10/17/12	10/17/12	TMZ	730-8p	:30				0	\$0.00
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate							
	10/15/12	10/21/12	--1----	1	\$575.00							
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type	Spots	Amount		
1	KVVU	10/15/12-10/21/12	TMZ	730-8p	--W-----	:30	\$575.00	NM				
			See MG 35.3,35.4,35.5									

Totals

120

\$85,315.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u>	<u>Alt Order #</u>	
480895 /	06180424	
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/12/12 - 10/18/12	NRCC IE 2012	2603
<u>Advertiser</u>		<u>Original Date / Revision</u>
NRCC		10/10/12 / 10/10/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/18/12	120	\$85,315.00	\$72,517.75
<b>Totals</b>	<b>120</b>	<b>\$85,315.00</b>	<b>\$72,517.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6180424 TRF# 480895  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 13.50  
\*\*\*CHANGES\*\*\* \*\*\* KVUU-TV \*\*\*

ADV# \_\_\_\_\_ ADV. NAME ISS/NRCC-IE  
AGY# \_\_\_\_\_ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_

BUYER NAME BEN ANGLE

815 SLATERS LANE

SALES PRSN PH- TERESA DIFFURIA

ALEXANDRIA, VA 22314

ORDER# \_\_\_\_\_ CONTRACT# 6180424

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE 2012 EST# 2603 COMMENTS: (LINE, ORDER, INVOICE)

DATE OCT11/12 13.50

FLIGHT DATES OCT12/12 OCT18/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED

REP: TO ROSE  
FR NIKKI  
OK'D M3 SEE LINE 89-90

TOTAL SAME  
PLS CNF THANKS

STA:  
CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHEDELE \*\*\*\*

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPSTS: WEEK : DAYS :TOTL:  
: : : : : : : DATE : DATE : /WK: INVT : :SPSTS:  
AGENCY ADVERTISER CODE = 155 AGENCY EST# = 2603  
AGENCY PRODUCT CODE = 426

PROGRAM : MORE ACCESS  
RA35-64 : 1.1  
CON COM1: MORE ACCESS

89 A 800A-900A 30 \$235.00 10/12 10/12 1 FRI 1

PROGRAM : FOX NEWS  
RA35-64 : 1.1  
ORD COM1: SPOTS N/A. SEE MG. PRE-BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT12 ON LINE-9 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT14 ON LINE-33 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT14 ON LINE-35 FOR 2 SPOTS/WK  
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-57 FOR 2 SPOTS/WK  
THIS IS A MAKE-GOOD FOR OCT17 ON LINE-74 FOR 1 SPOT/WK

REP HEADLINE# 6180424 TRF# 480895  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

OCT 11/12 13:50  
\*\*\* KVUU-TV \*\*\*

REP HEADLINE# 6180424 TRF# 480895  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 13-50  
\*\*\*CHANGES\*\* \*\*\* KVUU-TV \*\*\*

---

MARKET TOTALS \$387,795 KVUU 22% KSNV 37% KLVY 3% KVCM 1% CABL 0%  
KTUD 0% KLAS 22% KTNV 15% KVMY 3% KVCM 1% CABL 0%  
SVC- NSI  
DEMONS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE